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Abstract of the Disclosure

A balloon holder simulating a small gift bag comprises a decorative bag, a core held within the decorative bag and having sufficient weight to hold at least one buoyant balloon in place,  
5 and decorative material secured to the core in a position to conceal the core from casual view. The decorative material preferably is formed from a length of decorative sheet material having its upper portion cut into a series of strips adapted to extend outwardly from the decorative bag. In one embodiment useful for a larger size decorative gift bag, an inner liner is fitted within the decorative bag with the core being held to the interior of the lower portion of the inner liner and the decorative material being held to the interior of the upper periphery of the inner liner.